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NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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RECORD JANUARY

FOR HOME APPLIANCE SHIPMENTS

CHICAGO -- The major home appliance industry opened 1986 with the best January in history, reports the Association of Home Appliance Manufacturers (AHAM).

Almost 3.6 million major appliances were shipped during the month, surpassing last January's previous high by over 200,000 units. Total shipments were up nearly 6%.

"January's performance has the industry off and running toward another 40-million-unit year," comments AHAM President Robert Holding. The current industry forecast calls for shipments of 40.1 million units in 1986.

Annual shipments surpassed 40 million units for the first time in history in 1985, when a record 41.7 million units were shipped.

In January, shipments were especially strong for microwave ovens (nearly 1.1 million units), automatic washers (489,600 units) and disposers (384,400 units), making it the best January ever for these appliances.

Shipments of dryers (374,800 units), dishwashers (315,700 units) and electric ranges (264,800 units) were the second highest ever for the month.

(MORE)

As the year progresses, shipments are likely to parallel last year's high levels for all products except microwave ovens and room air conditioners.

After several years of explosive growth, microwave oven shipments are expected to slow because of the increasingly saturated market. It is estimated that 50% of all households now own a microwave oven.

Factory shipments of room air conditioners are likely to lag behind 1985 levels because of the leftover inventory following last summer's relatively moderate weather.

# # #

MAJOR HOME APPLIANCE FACTORY SHIPMENTS — THOUSANDS OF UNITS
(Domestic Plus Export)
January, 1986

	January 1986	January 1985	% Change
ALL MAJOR APPLIANCES**	**3,594.3**	**3,392.9**	**+ 5.9%**
COOKING - TOTAL	**1,335.9**	**1,098.7**	**+21.6**
ELECTRIC RANGES - TOTAL	264.8	256.9	+ 3.1
Free Standing	219.2	207.3	+ 5.7
Built-In	45.6	49.5	- 7.9
MICROWAVE OVENS/RANGES	1,086.9	858.2	+26.7
HOME LAUNDRY - TOTAL	**864.5**	**810.4**	**+ 6.7**
AUTOMATIC WASHERS	489.6	450.7	+ 8.6
DRYERS - TOTAL	374.8	359.7	+ 4.2
Electric	293.4	281.4	+ 4.3
Gas	81.4	78.3	+ 4.0
KITCHEN CLEAN UP - TOTAL	**714.0**	**688.7**	**+ 3.7**
DISPOSERS	384.4	376.9	+ 2.0
DISHWASHERS - TOTAL	315.7	295.4	+ 6.9
Built-In	292.2	270.3	+ 8.1
Portable	23.5	25.0	- 6.0
COMPACTORS	13.9	16.5	-15.8
FOOD PRESERVATION - TOTAL	**538.1**	**546.9**	**- 1.6**
REFRIGERATORS	448.4	437.1	+ 2.6
FREEZERS - TOTAL	89.7	109.7	- 18.2
Chest	47.8	53.4	-10.5
Upright	42.0	56.4	-25.5
HOME COMFORT - TOTAL	**141.8**	**248.3**	**-42.9**
ROOM AIR CONDITIONERS	131.2	209.2	-37.3
DEHUMIDIFIERS	10.6	39.1	-72.9
GAS RANGES***	**154.6**	**128.0**	**+20.8**

** Numbers do not add because of overlapping product categories
*** Source: GAMA. Not included in cooking total or total shipments

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TRENDS AND FORECASTS
FACTORY UNIT SHIPMENTS (DOMESTIC + EXPORT) OF MAJOR APPLIANCES*

PRODUCT	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986**	1987**
Cooking - Total	4,132	5,003	5,497	5,555	5,917	6,509	5,935	8,478	11,985	13,821	12,921	12,106
ELECTRIC RANGES - TOTAL	2,463	3,011	3,217	3,000	2,530	2,328	2,036	2,754	3,074	3,142	3,079	3,073
Free Standing	1,762	2,194	2,336	2,244	1,975	1,829	1,619	2,190	2,496	2,568	2,501	2,481
Built-In	701	817	881	756	555	498	417	563	577	574	578	592
MICROWAVE OVEN/RANGES	1,749	2,157	2,501	2,807	3,608	4,422	4,071	5,933	9,132	10,883	10,062	9,253
Home Laundry - Total	7,665	8,486	8,659	8,516	7,727	7,342	6,746	7,910	8,733	9,192	8,970	9,029
WASHERS - TOTAL	4,492	4,933	5,038	4,965	4,550	4,365	4,019	4,616	5,049	5,279	5,185	5,236
Automatic	4,288	4,739	4,838	4,779	4,426	4,277	3,955	4,546	5,049	5,279	5,185	5,236
Wringer & Other	205	194	200	186	124	88	64	69	NA	NA	NA	NA
DRYERS - TOTAL	3,173	3,553	3,621	3,551	3,177	2,977	2,727	3,294	3,684	3,914	3,785	3,793
Electric	2,466	2,817	2,865	2,783	2,494	2,337	2,143	2,622	2,931	3,080	3,000	3,006
Gas	708	736	757	768	682	640	584	672	754	834	785	787
Kitchen Clean Up - Total	5,905	6,574	7,169	7,098	5,935	5,854	5,098	6,822	7,758	7,858	7,791	7,843
DISPOSERS	2,516	2,941	3,312	3,317	2,962	3,179	2,780	3,544	4,085	4,105	4,128	4,143
DISHWASHERS - TOTAL	3,140	3,356	3,557	3,488	2,738	2,484	2,170	3,121	3,491	3,575	3,485	3,517
Built-In	2,337	2,705	2,971	2,984	2,354	2,193	1,956	2,859	3,245	3,327	3,249	3,294
Portable	803	651	586	504	384	291	214	262	246	248	236	223
COMPACTORS	249	277	300	293	235	191	148	157	182	177	178	183
Food Preservation - Total	6,358	7,305	7,411	7,642	6,875	6,549	5,704	6,818	7,275	7,316	7,160	7,266
REFRIGERATORS#	4,817	5,707	5,890	5,701	5,124	4,944	4,364	5,477	5,994	6,081	5,950	6,045
FREEZERS - TOTAL	1,541	1,598	1,521	1,941	1,751	1,605	1,340	1,341	1,281	1,236	1,210	1,221
Chest	832	852	835	1,039	963	889	726	702	650	634	610	612
Upright	710	746	686	902	789	717	614	639	631	602	600	609
Home Comfort - Total	3,405	3,589	4,479	4,434	3,876	4,229	3,201	2,439	3,694	3,610	3,238	3,580
ROOM AIR CONDITIONERS	2,961	3,270	4,037	3,749	3,203	3,693	2,761	2,002	3,103	3,022	2,650	2,980
DEHUMIDIFIERS	444	319	442	685	673	536	440	437	591	588	588	600
All Major Appliances	27,466	30,957	33,215	33,244	30,330	30,482	26,683	32,466	39,444	41,797	40,080	39,824
Gas Ranges##	1,824	1,746	1,794	1,799	1,539	1,496	1,368	1,573	1,732	1,828	NA	NA

* 000 Omitted
** Forecasts as of November, 1985
# Includes units of 6.5 cu. ft. and over
Source: GAMA, not included in cooking total or total shipments

Total industry shipments may not add due to rounding and overlapping categories

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